

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

June, 1973

In this Issue:

*Highlights of Past 5 Years
President's Club Awards
Tuition Aid Hits \$25,000*

Profile

July, 1968

of BLUE CROSS & BLUE SHIELD of FLORIDA

July 1968



Profile

September, 1968

of BLUE CROSS & BLUE SHIELD of FLORIDA

September, 1968



Profile

June, 1969

of BLUE CROSS & BLUE SHIELD of FLORIDA

June, 1969



Profile

September, 1969

of BLUE CROSS & BLUE SHIELD of FLORIDA

September, 1969



Profile

August, 1970

of BLUE CROSS & BLUE SHIELD of FLORIDA

August, 1970



Profile Reaches 5th Anniversary Recording 5 Spectacular Years of Growth

Profile

November, 1970

of BLUE CROSS & BLUE SHIELD of FLORIDA

November, 1970



Profile

February, 1971

of BLUE CROSS & BLUE SHIELD of FLORIDA

February, 1971



BLUE SHIELD'S FIRST 25 YEARS NOW HISTORY

Profile

September, 1971

of BLUE CROSS & BLUE SHIELD of FLORIDA

September, 1971



Profile

July, 1972

of BLUE CROSS & BLUE SHIELD of FLORIDA

July, 1972



Profile

February, 1973

of BLUE CROSS & BLUE SHIELD of FLORIDA

February, 1973



INTRODUCING A BRAND NEW FAMILIAR SYMBOL

Profile

Vol. 5, No. 12

June, 1973

Published monthly for the employees,
their families, and friends of



Blue Cross®
of Florida



Blue Shield®
of Florida

**532 Riverside Avenue
Jacksonville, Florida 32201**

EDITOR

Carole Utley Public Relations

REPORTERS

RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Deborah Moody,
Pat Ross,
Janice Schoonover
Third Floor Ann Goble
Fourth Floor Anne Towery
Fifth Floor Yvonne Bishop
Seventh Floor Tommie Curry
Eighth Floor Patty Brown
Ninth Floor Cristy Groover,
Reva Oliver
Tenth Floor Rochelle Dryden

UNIVERSAL MARION BUILDING

Second Floor Myra Smith
Third Floor Edith Parker
Fourth Floor Jane Williams,
Johnnie Byrd
Fifth Floor Claudia Holland
Sixth Floor Sam Watson
Seventh Floor Martha Poplin
Eighth Floor Carolyn Sands
Ninth Floor Debi Silva
Fourteenth Floor Sandi Hill
Sixteenth Floor Janet DeLoach

AGENCY BUILDING Glenda Edmunds
NO. REGIONAL OFFICE Helen Keene
700 BUILDING Jean Hartsfield
537 BUILDING Cristy Groover

Member
Northeast Florida Business
Communicators
Southern Association of
Business Communicators

Blue Cross Association

National Association of Blue Shield Plans

This issue completes the 5th year of publication of PROFILE which has depicted the tremendous growth and changes of Blue Cross and Blue Shield in the past five years.

- Suggestion Award Program goes into effect October 1, 1968.
- FCIA and Sales Department move to Agency Building on Myra Street on October 1, 1968.
- The 2260's are installed in December, 1968.
- Skybreaking ceremonies for 20-story building take place on April 26, 1969.
- Blue Cross of Florida, Inc. celebrates its 25th Anniversary on April 26, 1969.
- Medicare moves to Universal Marion Building in May, 1969.
- Information campaign to fight drug abuse launched in July, 1969.
- Employees Club sponsors first Arts and Crafts show in July, 1969.
- 20th Branch Office opens in Ocala in July, 1969.
- Tuition Refund Program goes into effect in September, 1969.
- Groundbreaking ceremonies for new West Building Parking Garage on December 1, 1969.
- Edward Jelks, M.D., only remaining Charter member of the Blue Cross Board, resigned after 25 years of service in January, 1970.
- 5,000,000th Federal employee insured by Blue Cross and Blue Shield honored on May 6, 1970.
- Sister Loretto Mary retires from Blue Cross Board after 23 years of service in May, 1970.
- H. A. Schroder, Executive Director, retires after 34 years of service to Blue Cross and Blue Shield in May, 1970.
- First \$1,000.00 Suggestion Winner announced, David Mullis, May 28, 1970.
- J. W. Herbert becomes Chief Executive Officer on June 1, 1970.
- W. J. Stansell promoted to Senior Vice President; J. D. Lewis promoted to Vice President of Physician Affairs; P. R. Meyers promoted to Vice President of Claims on June 1, 1970.
- New sick leave policy providing additional benefits announced on January 1, 1971.
- Blue Shield of Florida, Inc. celebrates 25th Anniversary in January, 1971.
- West Building Parking Garage opens February 15, 1971.
- President's Club competition announced at Annual Sales Meeting in May, 1971.
- Groundbreaking ceremonies for 20-story building on August 2, 1971.
- Warren W. Quillian, M.D., retired as President and Chairman of the Blue Shield Board of Directors in May, 1971, succeeded by Robert E. Zellner, M.D.
- Frank J. Kelly retires as Chairman of the Blue Cross Board of Directors on March 17, 1972, after 25 years of service. Succeeded by W. R. Hancock.
- Florida State Group signed—largest ever—60,000, on August 15, 1972.
- Three-story North Building opens on February 19, 1973.
- New Blue Cross Symbol makes debut on February 27, 1973.
- Largest Suggestion Award checks presented in April, 1973 — \$2,048.00.



West Building Parking Garage officially opens on February 15, 1971.

5 Year Highlights



Construction progress on new 20-Story Building as of mid-December, 1972.



Blue Cross celebrates its 25th Anniversary in April, 1969.



Blue Shield celebrates 25th Anniversary in January, 1971.



H. A. Schroder, Executive Director, Blue Cross and Blue Shield of Florida, Inc., retires on May 28, 1970.

New Cafeteria on the third floor of the North Building which opened on February 19, 1973.





Orientation And Tour For Blue Cross Board Members

Three new Board members, as well as some veteran members of the Blue Cross Board of Directors, met in Jacksonville with Blue Cross and Blue Shield staff members on Friday, May 18, for a day-long orientation session.

Board members toured the Mail Operations Department, which recently moved into their newly remodeled headquarters on the first floor, and the Computer Operations Department on the eighth floor.

Three new Blue Cross Board members include Evans Crary, Jr., Stuart, Florida; Robert P. Evans, CPA, Lakeland, Florida; Donald M. Schroder, Dunedin, Florida.

Following the tour of the Riverside Building, Board members were welcomed by President J. W. Herbert and Senior Vice President W. J. Stansell. Other Staff members also spoke to the group concerning Marketing, Financial Operations, EDP Operations, Hospital Relations, Blue Cross and Medicare Claims Activity, Cost Reimbursement, Utilization Review, and Medical Review.

service awards

20 Years

JohnL Bentley



JohnL Bentley receives his 20-year pin and wall barometer from President J. W. Herbert.

JohnL Bentley, Assistant Manager of Office Services, completed his 20th year with Blue Cross and Blue Shield on May 19.

He is a native of Jacksonville, attended local schools, and completed several courses at Jacksonville University and Florida Junior College. He began his career with Blue Cross and Blue Shield as a Mail Clerk, transferred to the Printing Department, and later became Supervisor of Printing, then Stock and Records Storage, and Shipping and Receiving. In the spring of 1971 he transferred to Purchasing and several months later assumed his current responsibilities as Assistant Manager of Office Services.

His name is synonymous with "archery" as he is past president of both the Florida Archery Association and the Jacksonville Archery Club. He was also a member of the Board of Directors of the Florida Bowhunters Council. When he was quite active in archery he placed second in the State Championship Tournament (first place was won by the national champion). He shot on the team which won first place in the state and broke the state record for gross score. He has taken several big game with his bow and arrow, including a wild boar.

JohnL is presently Vice Chairman of the Board, "Opportunity Branch YMCA." His hobbies also include oil painting, building and riding dune buggies, golf and hunting.

Some of his past responsibilities at Blue Cross and Blue Shield include serving as President of the Employees Club in the late 50's. He was also Chairman of the Credit Committee of the Blue Cross and Blue Shield Employees Credit Union.

He and his wife, Janet, have a son, Doug, 14, and a daughter, Debbie, 17. Janet was voted Florida State Archery queen and also has many trophies in archery and bowling.

Joyce Powell



Joyce Powell celebrated her 20th anniversary with Blue Cross and Blue Shield on June 8. She works in the Coral Gables branch office as Office Supervisor on the third floor of the four-story building at 2850 Douglas Road supervising 32 girls in the Medicare, Claims and Enrollment Departments. Her 20-year pin and wall barometer will be presented to her at the branch.

She was born in Sarasota and at the age of 10 moved to New York City where the family lived for 18 years. Joyce has held many positions in her long working career: modeling, circus, jig-bore operator, secretary, office manager and, at present, Office Supervisor.

Upon her return to Florida, she was hired by Blue Cross and Blue Shield as a receptionist in the old S.W. 1st Street location, where she worked primarily with enrollment and handled secretarial duties for our four representatives at that time. (Jim Hughes was the Manager of the office then.) The office later moved to the Flagler Street location and then to the Alcazar address about six years ago. The present Coral Gables branch opened in April, 1972. Joyce reports to Regional Administrative Coordinator John Brothers.

Joyce has a 13-year-old son, Mark William, "and together we live with my 85-year-old fantastic mother," she says.

Ilene Gladson



Ilene Gladson celebrated her 20th anniversary with Blue Cross and Blue Shield on June 22. She is located in the Coral Gables Regional Office and is an Office Supervisor of special service departments on the second floor which include Fair Hearing, Utilization Review, Provider Reimbursement, and Professional Relations personnel (hospital and physician). She is also in charge of all building services for the entire branch. Ilene's 20-year pin and wall barometer will be presented to her at the branch.

Ilene began her career as secretary to Jim Hughes who was Manager of the old S.W. 1st Street location. She later moved to the Flagler Street office and then to the Alcazar location. She served as Office Supervisor of the Miami 79th Street office until it merged with the Alcazar Street branch into the present facility in April, 1972. Ilene reports to John Brothers, Regional Administrative Coordinator.

Ilene was raised in Iowa and moved to Miami in the 40's where she was employed in Civil Service, Signal Corps, Miami International Air Depot.

She and her husband, John, have two married children, John, Jr., 24, and Vickie Powell, 21. They have one granddaughter, Dottie, nearly two.



Lights turned on to one of four colors by each participant indicate "answer" given to question by moderator.

MODERN MANAGEMENT AND THE COMPUTER

Twenty-five management level employees spent a full four days from May 8 through May 11 attending the course entitled "Modern Management and the Computer," sponsored by BCA and NABSP.

One of the objectives of the course is to sharpen the ability of the participants to use our company's computer resources to improve managerial efficiency. The learning objectives were derived from a broad sampling of Blue Cross and Blue Shield Plan managerial requirements.

According to Bob Herrington, Personnel Department, "This is probably the most sophisticated such activity we'll ever have, especially the equipment that's used."

Participants were exposed to the following subjects during the four-day course:

1. Reviewed and evaluated the traditional functions of management as they relate to the attainment of Plan objectives.
2. Took a look at some of the ways computers are changing these functions.
3. Explored the management decision process.
4. Examined the fundamental importance of data as an organization resource.
5. Obtained a conceptual, non-technical understanding of the capabilities and limitations of computers.
6. Compared various organizational structures for the data processing function.

7. Examined ways the computer can be used to enhance managerial effectiveness.

8. Participated in workshop exercises using systems analysis techniques.

9. Explored the emerging concepts of the Management Information System.

Participants representing a broad spectrum of our organization included:

Claims

Barbara Davis
Flake Hewett
Ron Ivey
Terry Martling
John Parks
Clara Rose
Jimmie Rust
Sam Steen

Marketing

Mabel Fleming
Fran Frick
Jerry Vaughan
Chip Williams
Joyce Witt

Public Relations

Chuck Tudor

Corporate Staff & Planning

Jim Bell
Pete Goodrich
Bill Johns

Physician Affairs

Peggy Kinzer
John Wachtel

Data Processing

John Harris

Finance

Mary Bondurant
George Elston
Fuad Tannous

Personnel

Kay Bowers
W. T. Gibson

Federal Employee Enrollment Exceeds 5¼ Million

More than 56,000 additional Federal employees including nearly 1,500 Floridians, were added to the Blue Cross and Blue Shield Federal Employee Health Benefits Program (FEP) in the open season enrollment period last year, said Joseph E. Harvey, Director of the Blue Cross and Blue Shield FEP Program.

Harvey announced that the enrollment of November 15-30, 1972 produced a 3.4 percent net gain in contracts representing 191,000 federal employees and their family dependents. Total enrollment in the Blue Cross and Blue Shield program now numbers 5,282,327, a 3.8 percent gain in total persons covered. More than 60 percent of participating federal employees have chosen Blue Cross and Blue Shield coverage.

Florida FEP enrollment increased by 1,474 subscribers, plus their dependents, during this open season enrollment. This included subscribers who transferred from other Plans and from out of state, plus new contracts, according to FEP Claims Coordinator Bob Riggs. Federal employees now insured by Florida Blue Cross and Blue Shield total nearly 45,000, plus dependents.

Looking at the national picture, Mr. Harvey pointed out a new trend in the annual enrollment, saying that for every person who transferred out of the Blue Cross and Blue Shield group to one of the other carriers under the program, eight persons covered by other carriers transferred to the Blue Cross and Blue Shield group. In previous enrollments this ratio tended to be about even.

Harvey added that the "substantial increase in enrollment in the Blue Cross and Blue Shield FEP group represents a net gain in enrollment in every state of the union."

While most federal employees may select their health care coverage from two or three approved carriers, altogether there are some 40 carriers.



Deloris Driggers, Supervisor of FEP Basic Blue Shield, is pictured in the foreground with her department.



This is the FEP Supplemental Department supervised by Ann Grace, standing.



FEP Claims Coordinator, Bob Riggs, is shown talking with FEP Basic Blue Cross Supervisor, Barbara Sprenger, with her department. The Federal Employee Claims Department processed 315,622 claims amounting to \$25,932,856.82 last year.

"Blood is life... Pass it on"

And that's just what 142 employees tried to do on May 1 and 2 when the Jacksonville Blood Bank mobile unit called at Riverside and the Universal Marion buildings. Out of the 142 persons who tried to give blood, 91 were physically approved to do so, and the 91 pints have been credited to the Blue Cross and Blue Shield employees blood account at the Blood Bank.

According to Employee Relations Manager, Jesse Grover, employees at the UMB donated 49 pints while the Riverside area employees gave 42 pints. In addition, it was called to Mr. Grover's attention that Lucille White, Medicare A Approvals, had joined the "gallon club" by giving her eighth pint on May 2.

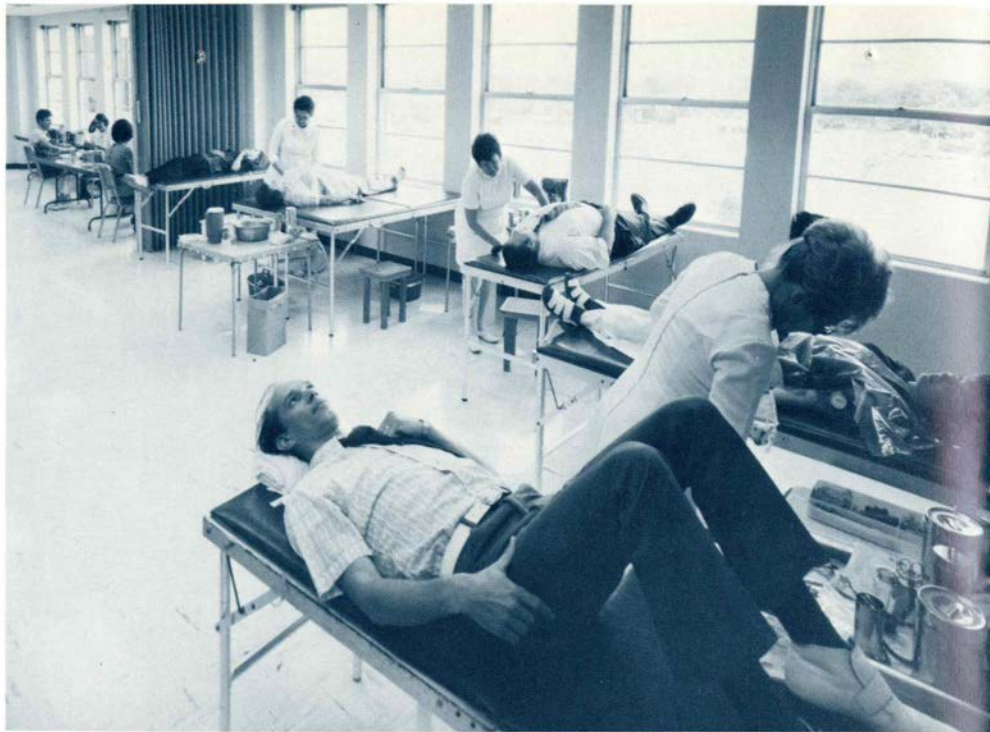
Mr. Grover's department administers the blood bank account for all employees and their immediate families. Any employee and his or her immediate family is eligible to receive blood from this account, if needed, as long as he or she is an employee with Blue Cross and Blue Shield. In 1972, employees and their immediate families used 81 pints of blood.

Mr. Grover wishes to express his personal thanks to all those employees who reported to the donor stations on the assigned dates and gave blood. They proved they do believe the statement, "Blood is life . . . pass it on."

NOTEWORTHY NATIONAL BLOOD STATISTICS

The Jacksonville Blood Bank has provided the following statistics which should be of interest to all employees:

1. 30,000 people who received transfusions this year will contact Hepatitis — 3,000 will die.
2. Another 150,000 recipients of blood will have no symptoms but will become carriers of Hepatitis.
3. Donors are declining while blood needs are increasing.
4. Commercial donors is not the answer to blood supply.
5. More volunteer blood donors are needed so none of us will become one of the above statistics.
6. As a group, women only donate 15% of all donations.



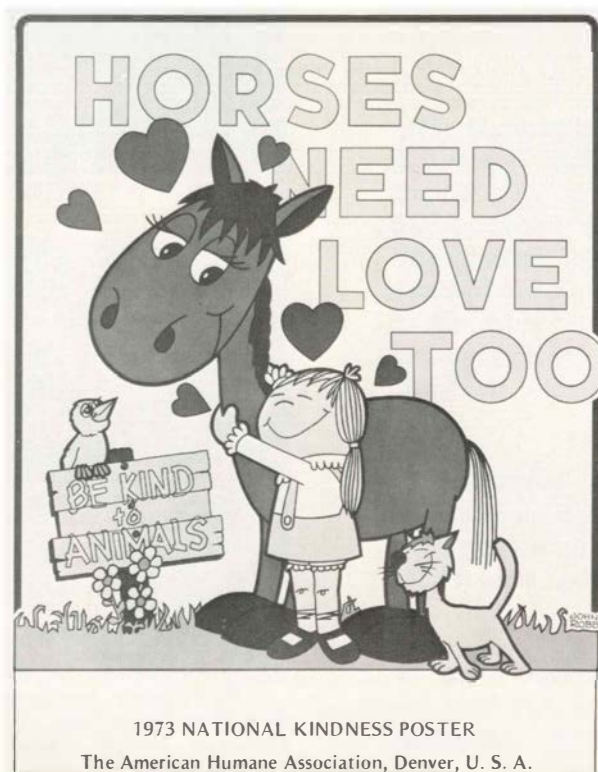
7. Only 2½ % of eligible donors donate for the 100 million that can.

8. There will be a shortage of 1.3 million pints this year in the United States.

9. Unless volunteer donations keep pace with rising needs, purchased blood is likely to double by 1975.

10. Overall awareness is needed to advise community of the needs of volunteer donors

"We don't wait, we donate!" seems to be the slogan around Blue Cross and Blue Shield. The 142 employees who made an effort to give blood during the recent drive are to be congratulated.



Artist John Robb has caught the spirit of the 1973 Be Kind to Animals Week in this appealing poster. This year's BKA Week, observed in May, was the 59th annual American Humane Association promotion. This year, John (Duke) Wayne, Hollywood's most beloved Western Actor, is the honorary kindness chairman.



One Year Anniversaries



June, 1973

Blue Cross and Medicare A

Annie Bradwell
Gloria Jean Scantling
Janice O'Neal Bennett
James Philip Murphy
James Lester Bowen, Jr.
Margaret W. Blanton
Susan Lorraine Turpin
Cynthia Esters
Doyle Milton Denady
Darlene Emma Kraus
Ivory Lynette Henry
Karen Lorraine Paulin
Karl Verron Smith
Colleen Diane Dove
Teresa F. Daly
Charles Carnegie Tisdale
James Stepps
Jefferson Waldo Peeples, Jr.
Sharon Kay Mason
Kimberly Anne Jackson
Carol Jean Edwards
Deryl Stanwick Dixon
Pearle Mae Clark
Linda Drew Boden
Peggy Mancini
Carolyn Griffin
Caroline Christine Winsch
Joyce T. Lowe
Washington Burns
Alvin Battle
George McKinnon
Marie N. Beck

Membership Files
Services
St. Petersburg
Public Relations
Building Management
Subscriber Service - Group
Enrollment Administration
Orlando
St. Petersburg
Quality Control
Control & Transcribing
West Palm Beach
Mail Room Medicare A & B
West Palm Beach
Coral Gables
Systems Development
Keypunch General
EDP Communications
St. Petersburg
Services
Medicare A Approval
Stock Room BC/BS
Special Claims
Central Transcribing
Graphics
Claims Administration
Ft. Lauderdale
Medicare A Typing
Print Shop
Operations Support
Internal Audit
St. Petersburg

Blue Shield and Medicare B

Mary Frances Thomas
Janice Rosezina Ford
Cecilia Elizabeth Sturgis
Linda Duncan
Degra Jean Allen
Luis Caceres, Jr.
Mary Louise Wilkinson
Paula Sherine Jenkins
Vicki Lynn Equell

CHAMPUS
Claims Approval
Medicare B Claims Special
Medicare B Claims Special
Claims Approval
Professional Relations
Verify Medicare B
Medicare B Corres. Con.
Entry Medicare B.



Five Year Anniversaries



June, 1973

Blue Cross and Medicare A

Gwendolyn H. Cline
Anita Louise Allen
Linda M. Alvarez
Nancy Carol Lawton
Helen Oliver Robinson
Wilma Jean Denny

Operations Support
Outpatient
Puerto Rico Claims
Ft. Lauderdale
Medicare A Review
EDP Communications

Blue Shield and Medicare B

Ronald J. Ivey
Sue Ann Eischen
Linda Sue Clark
Patricia Diane Platts
Sara Louise Odol

Quality Control
Entry
Credit Adjustment
Edit 1
Claims Examining

15-Year Anniversaries Celebrated By Margie Sauls And Kay Batie



Kay Batie, left, and Margie Sauls receive their 15-year service pins with a ruby stone from Mr. Herbert.

Margie Sauls, Supervisor, Data Recording, celebrated 15 years with the Blues on June 17.

Margie joined the Plans in 1958 and spent her first eight years in Keypunch. In 1966, with the advent of Medicare, she switched to Data Recording. In February, 1968 she became a Supervisor.

Margie and her husband, Ottis, have four girls and two boys, plus eight grandchildren. Their youngest daughter, Brenda Sauls Smith, is a Section Leader in the Graphics Department.

Commenting on her years with Blue Cross and Blue Shield, Margie says, "I have seen some bad times and some good ones in the past fifteen years but I wouldn't change a thing even if I could."

Kay Batie, secretary to Cecil A. Rivers, Vice President-Data Processing, celebrated her 15th anniversary with Blue Cross and Blue Shield on June 30.

She was hired originally in the Military Medicare Department (now known as CHAMPUS) in 1958. She worked in this area until September, 1964 when she served as Mr. Rivers' secretary and also handled the payroll when Blue Cross and Blue Shield was approximately 400 employees strong. She divided her time between that duty and working in the Computer Operations Department for Helen Pollock, then its Manager, handling quality control work.

Kay is presently serving as secretary of the Board of Directors for the Blue Cross and Blue Shield Employees Credit Union, and has volunteered her time with this group for almost two years.

She has attended St. Johns River College in Palatka, is married to Bob Batie, Manager of the Methods Department, and has three children.



Presentation of service awards took place at the June 4th Staff meeting honoring JohnL Bentley, Margie Sauls and Kay Batie. From left, J. W. Herbert, Kay, Cecil Rivers, Margie, Jim Williams, JohnL and W. J. Stansell. (JohnL's story appears on page 5.)

"It was a very, v

The 20th Annual Sales Meeting was held in the Southern Region May 13th through 16th. These sessions are held each year to provide the field staff with new service procedures, increase the representatives' knowledge, state corporate goals and recognize past sales achievements. The meeting's slogan was "Reaching Higher Goals Through Sales And Service."

Tom Stallworth, Vice President — Marketing, acting as Meeting Host, introduced the first day's agenda highlighting W. J. Stansell, Senior Vice President, who discussed corporate objectives.

An overview of the claims operations, present and future, was presented by P. R. Meyers, Vice President - Claims, Blue Cross Claims Manager, Flake Hewett, and Blue Shield Claims Manager, Jack McAbee.

Also on the agenda explaining their innovations in "SALESSYSTEMSSERVICE" were Bob Fetzer, Vice President - Operations F.C.I.A., Cecil Rivers, Vice President - Data Processing, and Jim Gibbons, Manager of Subscribers Service. These men explained their departments' involvement in creating new procedures to insure the proper total service of our accounts and subscribers.

Completing the morning's program were Bob Hulsey, Sales Training Coordinator, who reviewed the excellent film on "Closing the Sale," and Art Lentz, Northern Regional Manager, who discussed key items concerning the new State Employee Group Program and the Florida Medical Insurance Trust Program.

The second day's highlights saw President J. W. Herbert and State Group Sales Manager J. C. McGurrian present the President's Cup and Club awards for outstanding sales achievement.

Recognition is given in three separate categories of which Ed Winslow, Daytona Beach, led all others in the **largest group** sold and **most contracts** sold categories. Bill Altenburg, Fort Lauderdale, was the recipient of the President's Cup for the **most groups** sold category.



Sonny Winslow won two President's Cup trophies, shown here with Mr. Herbert.



Bill Altenburg receives President's Cup from Mr. Herbert.



The names of both Sonny and Bill are engraved on large President's Club trophy as Cup winners.

THE FOLLOWING MARKETING HIGHLIGHTS INDICATE THE RECORD-BREAKING YEAR 1972:

National Award	— Tom Stallworth, Vice President of Marketing, received this coveted award as the Florida Plans had the greatest percentage gain in contracts of all other Blue Cross and Blue Shield Plans in our size category.
891 Blue Cross & Blue Shield New Groups	— Greatest number of new accounts enrolled in history of Plans.
671 Agency Accounts	— FCIA package accounts enrolled for calendar year 1972. This is an increase of 30% over previous year. A record high for group acquisition during any calendar year since the Agency inception.
59,000	— State employees of Florida. Largest group in history of Plans.
4,100	— Florida Citrus Insurance Trust team effort.
Associations	— Greatest number in any one year. Florida Mobile Home and RVA/ Florida Nursing Home / Florida Electronic Service.
National Accounts 106 New Groups 16,000+ Applications	— These very impressive figures were compiled from April, 1972 to March, 1973 which indicates one of the leading National Accounts Departments in the country.

"It was a very, very good

Annual Sales Meeting Southern Region May 13-16. These sessions were held to provide the representatives of the new service procedure with the corporate goals and sales achievements. The program was "Reaching Through Sales And Ser-

vice, Vice President — as Meeting Host, first day's agenda J. Stansell, Senior who discussed cor-

of the claims opera- and future, was pre- Meyers, Vice Presi- Blue Cross Claims Hewett, and Blue Manager, Jack Mc-

enda explaining their SALESSYSTEMSSER- Fetzer, Vice Presi- ons F.C.I.A., Cecil ident - Data Process- bbons, Manager of vice. These men ex- departments' involve- new procedures to total service of our subscribers.

the morning's program, Sales Training Co- viewed the excellent the Sale," and Art Regional Manager, ey items concerning Employee Group Pro- Florida Medical Insur- ram.

ay's highlights saw Herbert and State ager J. C. McGurri- dent's Cup and Club nding sales achieve-

given in three sep- of which Ed Winslow, ed all others in the old and **most** con- ories. Bill Altenburg, was the recipient of Cup for the **most** gory.



Sonny Winslow won two President's Cup trophies, shown here with Mr. Herbert.



Bill Altenburg receives President's Cup from Mr. Herbert.



The names of both Sonny and Bill are engraved on large President's Club trophy as Cup winners.

THE FOLLOWING MARKETING HIGHLIGHTS INDICATE THE RECORD-BREAKING YEAR 1972:

National Award	— Tom Stallworth, Vice President of Marketing, received this coveted award as the Florida Plans had the greatest percentage gain in contracts of all other Blue Cross and Blue Shield Plans in our size category.
891 Blue Cross & Blue Shield New Groups	— Greatest number of new accounts enrolled in history of Plans.
671 Agency Accounts	— FCIA package accounts enrolled for calendar year 1972. This is an increase of 30% over previous year. A record high for group acquisition during any calendar year since the Agency inception.
59,000	— State employees of Florida. Largest group in history of Plans.
4,100	— Florida Citrus Insurance Trust team effort.
Associations	— Greatest number in any one year. Florida Mobile Home and RVA/ Florida Nursing Home / Florida Electronic Service.
National Accounts 106 New Groups 16,000+ Applications	— These very impressive figures were compiled from April, 1972 to March, 1973 which indicates one of the leading National Accounts Departments in the country.

WINNERS IN LARGEST CATEGORY

1. Ed Winslow
2. Dick Hadaway

WINNERS IN NEW CO CATEGORY

1. Ed Winslow
2. Norm Cason
3. D. J. Stansell
4. F. C. McGurrian
5. Bert Bevis

WINNERS IN NEW C CATEGORY

1. Bill Altenburg
2. Hans Gestowitz
3. Tom Brown
4. Bill Szczepanski
5. Bob Pralle
6. Nick Morisco
7. B. J. Stansell
8. J. C. McGurrian
9. E. C. McGurrian
10. B. J. Stansell
11. F. C. McGurrian
12. C. J. Stansell
13. John Renne

These names represent winners in all three categories Sales Representatives who in the President's Club

Mr. Herbert also indicated the importance to the Florida Plans of increasing enrollment in order to solidify our position in the market. Mr. Herbert also stressed the importance of our ability to provide the public with health care needs so that we can prove our ability to handle the challenge that might arise.

Mr. McGurrian indicated a very, very good year and facts to solidify these results as this year's President's Cup awards which totaled 20 year only 5 awards were sales recognition.

Joe McGurrian, Bill Stackpole, Ed Brown, and Bill Buckner presented the material purchased from the street illustrating very proper use of this material previous desirable results. Dave and Chuck Tudor presented new sales materials which group in a very positive mind to capture the new market indicated above.

Dave Hazlehurst and I did a superb job in the hotel and meeting room and the sessions which were enjoyed

Award Banquet Honors Top Women Bowlers



FIRST PLACE TEAM, from left, Cathy Evors, Mary Drust, Diane Caron, and Teresa Claudio.



INDIVIDUAL TROPHY WINNERS, from left, Jane Brennan, Martha Christiansen, Marjorie Johnson, Teresa Claudio and Cathy Evors.

The Blue Cross and Blue Shield Women's Rebelettes Bowling League, sponsored by the Employees Club, honored its top bowlers of the year at the awards banquet on May 18 at Sandy's Steer Room.

The ten, 4-member teams finished up their winter league on Monday, May 14, with **The Four Spares** taking first place, **The Four Blues** winning second, and **The Alley Cats** grabbing third place honors. It was a close league with the winning team marking up 91 wins, the second place team 84 wins and the third place team 82½ wins.

INDIVIDUAL TROPHY WINNERS

High Average	Marjorie Johnson	164
High scratch game	Martha Christiansen	223
High scratch series	Cathy Evors	552
High handicap game	Teresa Claudio	249
High handicap series	Jane Brennan	656

A shirt patch from the National WIBC was presented to Martha Christiansen for bowling 100 pins over her average!

Many of these girls who bowled in the winter league, plus some new bowlers, began their 14-week summer league on June 4.

Personnel Director, W. T. "Chuck" Gibson, presented the awards on behalf of the Blue Cross and Blue Shield Employees Club which paid for the bowlers' shirts, sanction fees and banquet. The girls buy the trophies themselves.



Most Improved Bowler plaque went to Wilma Ketchell — 18 pin increase in average.



SECOND PLACE TEAM, Tommye Mann, left, and Shirley Letchworth. Ann Goble and Imogene Mullins were absent.



THIRD PLACE TEAM, from left, Lynn Lee and Marjorie Johnson. Mary Bowen and Ann Scofield were absent.

tuition aid program fulfills learning ambitions



NEARLY \$ 25,000.00 PAID TO EMPLOYEES

For many employees of Blue Cross and Blue Shield, evening signals the transformation from working man or woman to college students since many take college courses during evenings and weekends.

Since it began in September, 1969, approximately 360 employees have benefited from the Blue Cross and Blue Shield Tuition Refund Program, and over \$24,800.00 has been paid to employees in tuition reimbursements through the fall term, 1972.

The program continues to grow in enrollment and in money returned to employees. It is administered through the Personnel Training Department's Pat McCall.

Forty-nine employees were enrolled in the Program for the winter 1972-73 term which was concluded this past April. According to Pat, there are 24 participants currently enrolled in the spring term.

Any employee who is eligible to participate and wants to further his or her education should contact Pat in the Personnel Department for further instructions as to how to take advantage of this employee benefit.

Additional information can be provided, but the first prerequisite is that you as an employee must be a full-time permanent employee with at least one year of experience with the Plans by the end of the term. Also employees are not eligible for refunds under this plan for any course for which they are receiving financial assistance from another source, such as a scholarship, the Veterans Administration, etc.



Connie Levitt

One employee who has most recently received her degree through the Tuition Refund Program is Connie Levitt, Government Programs Department. Connie has been attending Florida Junior College since August, 1969 and began using the Program a year later. She explains, "When I first enrolled in this Program, my grade point average was a mere 2.5. Upon graduation from FJC this past April, with an Associate of Arts Degree in Business Ad-

ministration, this has risen to a satisfactory 3.2. I attribute this increase to the extra incentive proposed to me by the program."

Connie has already received a refund of \$519.53 from Blue Cross and Blue Shield payable on her total expenses of nearly \$600.00. She lacks only two subjects before she will obtain her second degree from FJC, this one an Associate of Science Degree in Marketing.

She has set her goals high, hoping one day to possess an M.D. degree. She originally wanted to become a CPA, but has since changed her mind. She is presently majoring in Psychology with a minor in Biology at the University of North Florida.

"Exposure Sessions" Conducted For Group Representatives



Attending an "exposure session" in Jacksonville are, from left, Joe Smith, Panama City; John Gantt, Coral Gables; Bob Hulsey, Sales Training Coordinator, Jacksonville; Don Pate, St. Petersburg; Hans Gestewitz, Fort Lauderdale.

Group Sales, of the Marketing Division, under the direction of Joe McGurkin, State Group Sales Manager, has been conducting "exposure sessions" in Jacksonville for all seasoned Group Sales Representatives.

The key emphasis has been placed on the basic fundamentals of the sales process itself. These peer training sessions allow the representatives the opportunity to hear the success story of their colleagues, therefore making similar methods available to them.

Jerry Potter, Assistant Manager of the Underwriting Department, is also participating in these sessions giving instructions on the rating features of the contracts sold by the Group Sales Representatives.

These classes also expose the participants to the video equipment where the critique and feedback method of training can be utilized and sales psychology observed.

As of mid-May, about half of these classes had been completed.

CBE EMPLOYEES APPEAR ON TELEVISION

Several Cooperative Business Education employees here at Blue Cross and Blue Shield were filmed for a special television showing in March and April representing various Duval County high schools. There were 11 showings of the film on Channel 7, Jacksonville's educational channel.

Coordinator of Business Education for the Duval County School Board, Yvonne Moore, wrote the following letter to Doris Hubbard, Employment Interviewer, Personnel Department: "We appreciate the involvement of our business community in the development of a viable education program. It is through your efforts in

BC & BS SUPPORTS NAB — HIRE 26 YOUTHS

Blue Cross and Blue Shield of Florida have participated in the National Alliance of Businessmen's program since it began in 1969. This summer, we will hire 26 youths for summer employment. A number of these employees will remain on a part-time basis; for many of them a summer job makes a difference as to whether or not they can return to school in the fall. For others, a summer job will be their only working experience before entering the labor market and choosing a vocation.

Blue Cross and Blue Shield of Florida President, J. W. Herbert, was recently named NAB Metro Chairman for the Jacksonville area by President Richard M. Nixon. Following his appointment, Mr. Herbert named A. Dale Douberly as the Metro Director of the Jacksonville NAB for the year. Mr. Douberly's office is located in Beach Boulevard Center where he and Miss Madelyn Freer and Mrs. Shirley Cone serve as his Public Relations Coordinator and Administrative Assistant, respectively.

The local NAB office was recently visited by the incoming president of the NAB, former General Motors Vice President John Z. DeLorean. Mr. DeLorean arrived in Jacksonville on May 1 to visit the local NAB headquarters on Woodcock Drive. It was his first visit to a Metro office since being named as incoming president.



John Z. DeLorean, incoming President of the National Alliance of Businessmen, is pictured visiting the Jacksonville NAB headquarters. At left is A. Dale Douberly, Metro Director of the Jacksonville NAB. Miss Madelyn Freer, NAB Public Relations Coordinator, is second from the right, next to Mrs. Shirley Cone, NAB Administrative Assistant.

training these young workers and providing employment experiences that we are in a better position to develop well-adjusted, competent adults who can take their places in our community."

Mrs. Hubbard advises Blue Cross and Blue Shield presently employs thirty students in various programs such as CBE, representing Raines, Ribault, Jackson, Lee, Forrest, Paxon, New Stanton, and Technical schools in Jacksonville.

Reorganization of CHAMPUS Department Announced

P. R. Meyers, Vice President-Claims, has announced that effective May 14, CHAMPUS has been divided into two departments. Due to the tremendous growth of the Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) Department, it was separated into the Claims Examining Department and the Support Department.

Mary Cohn, Supervisor, who has been an employee for over seven years, will now supervise the Support Department of CHAMPUS.



Marilyn Stone

Marilyn Stone has been promoted to fill the position of Supervisor of the Claims Examining Department. Marilyn has been an employee since December, 1966 and has worked in the CHAMPUS Department since she was hired. She has attended Jones Business College in Orlando, is married to James, and they are the parents of two children.

Three employees who were previously Claims Examiners have been promoted to Section Leaders. Mar-

garet Strickland, a former employee who returned to work in October, 1967, will report to Mary Cohn in the Support Department. Margaret was first employed by Blue Cross and Blue Shield in April, 1960 and worked five years before terminating.

A second Section Leader promotion concerns Shirley Newsome who will report to Marilyn Stone in the Claims Examining Department. Shirley first came to work here in August, 1967 and left a year later for maternity leave. She returned to the CHAMPUS Department in February, 1969 and has worked in this area since that time. Shirley is a graduate of the Stanton Vocational Practical Nursing Program.

Joyce Conley is the third employee to be promoted to a Section Leader and also works under Marilyn. She joined the CHAMPUS Department in May, 1969.

Blue Shield serves as the fiscal administrator of CHAMPUS in the State of Florida and processes all professional component charges, prescription drugs, and other related services and supplies. The Department of Defense is responsible for the overall administration of the program with headquarters in Denver, Colorado.

Major Medical Department Announces Changes

It was announced by P. R. Meyers, Vice President-Claims, that the ever-increasing expansion of the Major Medical Department in recent months has brought about restructuring of the department effective May 14.

Major Medical has been split into two departments: Support and Claims Examining. Edith Bowden, an employee for the past 14 years, will supervise the Support Department.



Ann Singleton

Ann Singleton, a Major Medical employee since September, 1967, has been promoted to fill the position of Supervisor of the Claims Examining Department. She is an R.N. and graduated from St. Vincent's School of Nursing in Jacksonville. She and her husband, Jim, have one daughter.

Additionally, three employees who were previously Claims Examiners have been promoted to Section Leaders. Tonya Andersen will report to Edith Bowden. She was first employed in January, 1971, took a leave of absence, and returned to work in January, 1972.

Joann Cook is one of the two new Section Leaders in Ann Singleton's Department. Joann started working

Ten Year Anniversary

Lillian Harrack, who was just promoted to Supervisor of the Blue Shield Communications Department in March, will celebrate her 10th anniversary on June 27. Lillian's department is quite diversified, handling WATS calls to doctors, hospitals and subscribers in order to process claims. Her girls make these calls to obtain medical information for basic Blue Shield Claims, CHAMPUS, Federal Claims, and Complementary Coverage.

The polling desk is also in her department. The girls in this section operate the 3270 equipment (previously the 2260), and call all Blue Cross and Blue Shield branches in the state at least once a day to determine if they have any questions or need any information.

The Physicians Information Service is also in Lillian's department. This is a "hot line" which doctors throughout the State of Florida may call to obtain any information necessary regarding physicians' claims of any kind.

Lillian keeps busy with her hobbies which include sewing and decoupage, and she has turned out some beautiful crafts. She and her husband, Richard, have three children, two who are married.

here as a DCT Student in June, 1968 and became a full-time employee in October, 1969.

Eloise Williams, will also report to Ann. She was first hired in February, 1969.

Jack McAbee is Manager of all Blue Shield claims including the Major Medical Department and CHAMPUS while Jim Tuck serves as Assistant Manager for Major Medical and CHAMPUS claims.

PERSONNEL...ITIES

SYSTEMS AND PROGRAMMING PROMOTIONS



Roger Holton

Ray Pack, Manager of Systems and Programming, has announced two promotions in his area.

Roger Holton has been promoted to Staff Systems Analyst and joined the department on May 21. He was hired by Blue Cross and Blue Shield in October, 1967 and was Operations Leader in the Operations Area prior to his promotion. He worked in a staff capacity last year for the Operations area performing studies and analyses of problem situations.

Roger, a native of Jacksonville and a graduate of Englewood High School, is married to Mary Jean and they have a son, Roger, Jr. Roger served in the National Guard from 1966-72 and enjoys golf in particular, having participated in several Employees Club tournaments.



Hanse Hall

Hanse Hall has been promoted to Senior Systems Analyst, effective April 23, in the Support area of Systems and Programming. He previously functioned as Coordinator of the Cataloged Data Sets and Project Leader of the Billing System team. He joined Blue Cross and Blue Shield in October, 1968 following his graduation from Auburn

University with a BS degree in Math. He reports to Barrow Carter, Manager of Blue Cross and Blue Shield Systems.

Hanse is originally from Headland, Alabama and now resides in Orange Park with his wife, Patricia.



JACKIE ADKINS PROMOTED TO MEDICARE TRAINING INSTRUCTOR

Jackie Adkins, employed in January, 1969 as a Correspondence Clerk, has been promoted to Training Instructor for all Medicare B Correspondence, effective May 4.

Jackie worked in Medicare B Telephone Information in February, 1972, and in December of that year she transferred to the Physician Hot Line where she worked until her promotion to Training Instructor.

PEGGY KINZER PROMOTED TO ADMINISTRATIVE ASSISTANT



Peggy Kinzer

Nathan E. Oplinger, Manager, Utilization Review Department, has announced the promotion of Peggy Kinzer from Supervisor to Administrative Assistant to Bill Varnell, Assistant Manager, effective May 14. She succeeded George Quinney who recently became Assistant Employment Manager, Personnel Department.

Peggy has been with Blue Cross and Blue Shield since her graduation from Robert E. Lee High School in 1965. Her first job was with Audrey Pendley in the Federal Employee Program Department. In May, 1966 she moved to Medicare B Correspondence working under Jimmie Rust. Peggy became one of the original analysts when the Utilization Review Department was formed in October, 1968 and shortly thereafter, she moved into a supervisory position.

Peggy, a native of Fort Pierce, has recently married and enjoys boating, fishing, water skiing and bowling with her husband, Paul.

SECTION LEADER PROMOTIONS

Two employees in the Medicare B Correspondence Department have been promoted to Section Leader:

1. **June Hitt**, employed January, 1970 as a Correspondence Clerk, promotion effective May 4.

2. **Thelma McCurdy**, employed December, 1969 as a Correspondence Clerk, promotion effective May 4.

Kathy Robinson, Data Recorder Operator, was promoted to Section Leader of Department 852, Data Recording, effective April 30. Kathy has been an employee for 1½ years and is a graduate of Matthew Gilbert High School. She has lived in Jacksonville all of her life and has a twin sister, Nancy Brackett, working in the Data Recording Verify Department.

Vickie Holland, Data Recorder Operator, was promoted to Section Leader of Department 854, Data Recording night shift, effective April 23. She has been working in Data Recording since she was hired two years ago, when she moved to Jacksonville.

Brenda Brown, Senior Data Recorder, was promoted to Section Leader of Department 853, Data Recording Verify Section, effective April 23. She's been an employee for a year and a half and is a graduate of Peck High School in Fernandina Beach, where she has lived all her life. She's a whiz at sewing and makes all her clothes, and is a member of "Jack and Jill," a family club especially for working mothers who can't spend a lot of time with their children.

MEDICARE B OUTSTANDING CLERKS

Beginning in May, Medicare B Special Assistant of Correspondence, Larry Payne, reports he has initiated a new award, "Clerk of the Month - Correspondence Control Department." Due to a variety of jobs and thus standards in his department, the award is given to the person who has produced the highest percentage above the standard for her given job. The first winner of this award is Jennifer Earll. "The Clerk of the Month" for April was Thelma McCurdy and the "Most Improved Clerk of the Month" was Ava Burnham.



Left to right, Ava Burnham, Thelma McCurdy, and Jennifer Earll.

OUTSTANDING CBE STUDENTS HONORED



Deborah Rountree

The Subscribers Service Department is fortunate in obtaining the services of three outstanding Cooperative Business Education students who have proved to be outstanding in their schools.

Deborah Rountree recently won the "Outstanding Business Student" award at William Raines High School, which is given out annually. She represented her school on May 2 at a banquet in which the regional Duval County award was given.

Deborah is employed as a typist in the Subscribers Service-Direct-Money Department. She has worked here for the past four months and intends to continue at Blue Cross and Blue Shield after graduation this month.

In addition to her outstanding work as a business student, she was also a member of the school's volleyball team. Athletes run in her family, as her sister, Laura, Supervisor of Medical Claims in the Universal Marion Building, is an outstanding slow pitch softball star.

Aubrey Bettina Campbell and Linda Faye Hiers, CBE Students in the Subscribers Service-Group Department, were selected as Valedictorian and Salutatorian, respectively, of Technical High School. They came to work last June and intend to remain here after graduation this month. Among the activities in which they both participated at school are Future Homemakers of America, National Honor Society, Future Business Leaders of America, the Annual Staff, and the Prom Committee. In addition, Bettina won "Most Outstanding Cooperative Business Student" and "Most Reliable," while Linda won "Most Popular."

YOUR MONEY IS IN GOOD HANDS

The Blue Cross and Blue Shield Employees Credit Union was recently examined by the Office of Comptroller, State of Florida. Its report was presented to Credit Union President, N. G. Johnson, by Daniel T. Burnett, Regional Director, Division of Finance.

This annual report of their findings, following an examination of the records at our Jacksonville office, is highly complimentary to the Directors, Committee members and the Credit Union staff.

Employees from the Office of Comptroller visit our Credit Union offices each year unannounced and examine our records, according to Credit Union Manager, Frances Stewart. Their latest examination required three days and concerned records for the period beginning March 28, 1972 and ending March 19, 1973. Excerpts from their examination include the following comments:

"An analysis of the financial statements exhibited as part of this report indicate a sound financial condition existed at the close of the examination. This position is primarily due to a more than adequate reserve fund and substantial undivided earnings after payment of a 6% dividend. Sound collection policies also continue to bring good recoveries on loans charged off. Since the last examination the dollar amount of the share account increased 25.9% and the personal loan account 43.0%.

"A review of the overall operation indicated that the Credit Union was well managed and supervised. The Board of Directors and Committees appear to be well aware of their duties and responsibilities.

"This Credit Union continues to show a steady and healthy growth. It is the opinion of the examiners that it will continue this growth under the fine management and supervision it now enjoys. The entire official family is to be commended and the very fine cooperation and assistance rendered the examiners by the staff is greatly appreciated."

Management personally congratulates our Credit Union personnel for this fine report and safekeeping of the employees' savings and loan transactions. In addition to Mrs. Stewart, Assistant Manager Rose Staley and their assistant, Mary Roberts, the following also deserve a pat on the back for their service and time donated to making our Credit Union an excellent place with which to do business.

BOARD OF DIRECTORS

Nathan G. Johnson, President
H. T. Kates, Jr., Vice President
Kay K. Batie, Secretary
Betty M. Collins, Treasurer
Jack Masters, Director

CREDIT COMMITTEE

Mabel Fleming, Chairwoman
Helen Pollock, Committeewoman
Robert Hewett, Committeeman
Lydia Gardner, Committeewoman
Caroline Sands, Committeewoman

SUPERVISORY COMMITTEE

Eugene E. White, Chairman
Carl Herring, Committeeman
Manuel Matalobos, Committeeman

JACQUELINE JONES PROMOTED TO SUPERVISOR



Jacqueline Jones

Jacqueline Jones has been promoted to Supervisor of Subscribers Service-Group, effective May 1, it was announced by Subscribers Service Manager, Jim Gibbons.

Jackie has been an employee since November, 1969 in the Subscribers Service Department. She attended A & M University in Tallahassee for 2½ years majoring in Business Administration and Sociology with a minor in Psychology.

Jackie's sister, Joyce Henderson, is also an employee in Subscribers Service-Group.

Jackie and her husband, Johnnie, have one daughter, Nitosha.

Succeeding Jackie as Section Leader in Subscribers Service-Group is Deborah Lott whose promotion was effective on May 1. She has been an employee since December, 1969, is married to Stanley, and they have one son.

MARY BONDURANT NEW NAA TREASURER



Mary Bondurant

"Jax Fax," the monthly newsletter of the Jacksonville Chapter of National Association of Accountants, has announced the election of Mary Bondurant as its new Treasurer, effective June 1.

Mary has been an employee with Blue Cross and Blue Shield since 1968 and currently holds the position of Assistant Finance Division Coordinator for the finance operation. Mary served as Director of Public Relations for NAA this past term. She has been a member of NAA since 1969.

Other Blue Cross and Blue Shield employees who will serve as new Directors are: Mel Yost (Socio-Economic Activities) who was President of NAA for 1970-71, Jim Guthrie (Manuscripts), and Jack Brown (Professional Development).

BILL KING "BOWLER OF THE MONTH"

In May, 1972, Bill King bowled a whopping 256 game to win the "Bowler of the Month" award and became eligible to participate in the annual Jacksonville "Bowl Your Way to Europe" tournament which was held at Ramona Lanes this past April.

If he won this competition he would earn the right to compete in the Washington, D.C. national tournament finals, the next step towards winning the trip to Europe.

Bill's 198 game, however, wasn't quite good enough to win the trip to Washington, as one of his competitors rolled a 234 game to win this honor on April 21. Congratulations on your fine effort anyway, Bill!

Last year Bill did win the "Bowler of the Month" and the Washington, D.C. trip. He has been an employee for over nine years and is Supervisor of the Subrogation Department on the seventh floor of the Riverside Building.

SEVEN FROM FLORIDA PLANS ATTEND ACCOUNTING CONFERENCE IN ORLANDO



Gene Parr

The Districts V & VI Annual Accounting Conference, hosted by the Florida Plans was held in Orlando May 9-11 and was attended by seven Florida Blue Cross and Blue Shield employees.

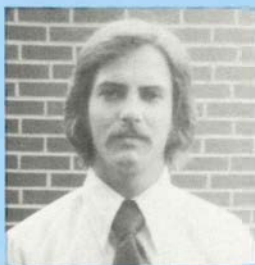
In addition to Gene Parr, Controller, Conference Co-Chairman for District VI, speakers included C. H. Meyer, Vice President and Treasurer; Jim Guthrie, Assistant to Controller, Cost and Budget; Jack Brown, Manager of Internal Audit, and Jim Gessells, of the Internal Audit Staff. Wright Poffenberger, Controller, Group Hospitalization, Inc., Washington, D.C., was Co-Chairman for District V.

The two-day meeting attracted approximately 50 delegates from Blue Cross and/or Blue Shield Plans throughout the Southeast.

Veronica Wright, Administrative Assistant to Mr. Meyer, and Rod Lee, Cost Accountant, were also in attendance.

The meeting was highlighted by a presentation from Mr. Larry Parcell, Vice President, Enrollment, NABSP, Chicago who spoke on National Health Insurance.

MARK HOPPER SIGNS CONTRACT WITH NUMBER ONE RANKED COLLEGE BASEBALL TEAM



Mark Hopper

Mark Hopper, son of Jim Hopper, Manager of National Accounts, has recently signed a baseball scholarship with Florida Southern College in Lakeland, Florida. Florida Southern won the National Collegiate Athletic Association Championship in 1971 and 1972 and has been the number one ranked baseball team in the country this year.

Mark was selected All Division and All State Junior College Shortstop and was the leading hitter of all Junior College players in the State of Florida with a .378 batting average.

Several professional teams, including the Kansas City Royals and the Montreal Expos, have contacted him regarding a professional career.

Mark has worked in the Purchasing Department for the last two summers and will begin his junior year of college in September, majoring in psychology.

CAROLYN BERGMANN PROMOTED TO SENIOR AUDITOR

The promotion of Carolyn Bergmann from Junior Auditor to Senior Auditor, effective April 23, has been announced by Jack Brown, Manager of Internal Audit.

Carolyn joined Blue Cross and Blue Shield last October following 2½ years as an Auditor in the Atlanta Branch of the Defense Contract Audit Agency. She graduated from the University of Georgia in Athens in 1969 with a BA degree in Accounting.

THREE "CHARTER" REPORTERS HONORED FOR FIVE YEARS OF PROFILE SERVICE



From left, Martha Poplin, Sandi Hill and Tommie Curry. The 5-year "PROFILE Reporter" trophies were presented by the Public Relations Department for outstanding service for five continuous years.

Since this is the fifth anniversary celebrating the publication of PROFILE, it is only fitting that the three "Charter" Reporters be recognized.

Beginning with the July, 1968 initial publication of PROFILE, Tommie Curry, Sandi Hill, and Martha Poplin have served as reporters without interruption. Tommie is a member of the Coordination of Benefits Department in the Riverside Building on the 7th floor; Sandi Hill, Utilization Review Department on the 14th floor of the Universal Marion Building, and Martha Poplin a Medicare B Supervisor on the 7th floor of the Universal Marion Building.

Reporters attend monthly meetings held by the editor for those in the Riverside area and another one for those in the Universal Marion Building. Blue Cross and Blue Shield employees are represented on each floor and in each building where we have offices. Since the tremendous growth of the Plans with the advent of Medicare in 1966, and because of our far-flung locations, (6 in Jacksonville and 18 branch offices), PROFILE would be unable to report the monthly news as it happens if it weren't for its reporters. These employees donate their time in the evenings and on weekends to complete news stories and are to be congratulated for their excellent assistance. The cooperation of their supervisors and managers is also important, for without their understanding, none of the reporters would be able to properly fulfill their responsibilities.

In addition to the three five-year reporters, Ann Goble joined the PROFILE staff in July, 1969 and has served for four years. She presently represents the third floor of the Riverside Building.

Other reporters serving since 1970 include Jett Folds, Johnnie Byrd, and Jane Williams. The year 1971

JIM GESSELLS EARNS DATA PROCESSING AWARD

James J. Gessells, Senior EDP Systems Auditor, Internal Audit Department, has received the Certificate in Data Processing awarded by the Certification Council of the Data Processing Management Association.

Jim, who joined Blue Cross and Blue Shield in March, 1972, was one of 852 successful applicants of 2,722 who took the exam in test centers at colleges and universities across the U.S. and in Canada. The local exam was given at Jacksonville University in February. He thus becomes one of the 13,992 who have been awarded the Certificate since the first exam was given in 1962.

The CDP exam establishes a method for recognizing a corps of individuals having knowledge considered important to data processing management information. Exam applicants must have five years of EDP experience.

DPMA is the largest professional organization serving the information processing and computer management community. It is an educationally-oriented association comprising nearly 25,000 members in 285 chapters located throughout the U.S. and Canada as well as in several foreign countries.

wedding



Angela Chambers was married to Noel Materna on April 21 at the Ocean City Baptist Church in Fort Walton Beach, Florida.

Angela is a Data Recorder Operator, Verify Section of Data Recording, 9th floor, Universal Marion Building, and has been employed for two years.

saw seven reporters joining the staff: Helen Keene, David Mullis, Rochelle Dryden, Yvonne Bishop, Reva Oliver, Glenda Edmunds, and Carolyn Sands. In 1972, there were six new reporters including Patty Brown, Edith Parker, Cristy Groover, Deborah Moody, Sam Watson, and Pat Ross. New reporters who joined the staff this year are Claudia Holland, Jean Hartsfield, Debi Silva, Janice Schoonover, Janet DeLoach, Myra Smith and Anne Towery.

The Public Relations Department and the PROFILE editor express sincere appreciation to these employees who have greatly contributed to the contents of PROFILE both through stories and photographs.



Tour guides Pat McCall, Vi Williams and Jett Folds greet the Sandalwood school bus as it arrives at the West Building Parking Garage.

Teacher Mrs. Ketteringham leads the students into the May Street Lobby where they gathered for their tour of three departments in the Riverside Building.



Students Explore Marketing Services on Building Tour

Eighth and ninth grade students from Sandalwood Junior-Senior High School continued their education of "Exploration of Marketing Services" with a field trip to Blue Cross and Blue Shield headquarters on May 16.

Led by their teacher, Mrs. Ketteringham, the 35 students visited our Mail Operations on the first floor, the Key Punch Department on the third floor, and the Computer Operations on the eighth floor. Personnel Department employees Pat McCall, Jett Folds, and Vi Williams guided the students to these various departments where supervisory personnel explained their departments' operations.

The students are enrolled in a pilot course, the first one held in Florida on a Junior High School level. Their studies include such things as real estate, banking, insurance, recreation, transportation, and hotels and motels.

Pat McCall, who arranged the tour, conducts, on the average, two such tours a month with anywhere from 35 to 40 students on each tour. These students come from various schools in Duval County and visit areas of our operations which pertain most closely to their classroom studies.